

INNOVATIVE INCENTIVE PROGRAMS FOR MANUFACTURERS AND DISTRIBUTORS

Everyone likes to be appreciated for their efforts. That's why The Gift Connection suggests you reward your employees, retail outlets and on-going clients with a gift. This special gift shows your gratitude, and helps to increase sales, encourage higher productivity, lower costs, and generate valuable feedback.

1. EMPLOYEE INCENTIVE PROGRAM

An acknowledged employee is a happy one. And a happy employee who feels appreciated is a more productive worker.

You can make your employees happy and let them know you care by sending a gift, along with a thank you card and suggestion card.

The suggestions your employees make could help streamline your operation, save you thousands of dollars and improve your products and services.

2. SALES STIMULATOR

The goal of any manufacturer or distributor is to stimulate retailers to sell their products. The Gift Connection helps you to stimulate sales at these retail outlets by sending them a gift on your behalf.

Your retailers will appreciate this gift and your gesture of thanks. This lovely gesture will naturally stay in the salesman's minds. And, these salesmen are likely to return the gesture by selling your products first.

The enclosed response card allows your outlets the opportunity to comment on your service and suggest product changes and improvements. Their feedback will help to make your company stronger and ultimately, more profitable.

3. SEASONAL INCENTIVE

At Holiday Times there is a way to thank your customers for their business and, at the same time, improve your image.

The Gift Connection helps you achieve this by sending each of your clients a gift, including a personalized Holiday Card and Response Card.

With this response card, your customers will provide valuable feedback that you might not have otherwise received.

4. CHRISTMAS IN JULY

The summer months are traditionally a slow business time. Break that tradition by sending your retail outlets a gift and watch business pick up.

On your behalf, we will send your retail outlets a gift along with thank you and response cards. This lovely gesture brings your products to the forefront of the retailer's mind and, consequently, should increase your sales.

Call me, David Reiss, President of The Gift Connection. I will personally create a program to help you cut costs, increase sales, generate referrals or improve employee productivity.

THE GIFT CONNECTION

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We mean ^{more} business.

You are
overlooking
enormous
profits.

INTRODUCING

The Gift Connection

In 1982, California entrepreneur David Reiss created The Gift Connection — a new marketing tool for retailers, manufacturers and distributors.

For high-ticket retailers, such as those in computers, real estate, office equipment, automotive sales and many more, The Gift Connection offers a unique post-sale marketing program to stimulate greater sales, referrals and repeat customers.

The Gift Connection helped one retailer increase sales by 30% - in just one month.

For manufacturers and distributors, The Gift Connection provides innovative incentive programs specifically designed to increase employee productivity, cut costs and bolster sales.

The Gift Connection helped one manufacturer save thousands of dollars and increase employee productivity by a whopping 350%.

Whether your company is large or small, The Gift Connection will show you how to increase profitability beyond your greatest expectations.



"Since we started your program we have seen an increase in sales directly attributable to referrals received on your response cards."

—Westec Security, Inc.

OUR UNIQUE POST-SALE MARKETING PROGRAM

Every customer is an important lead for referrals of friends, relatives and business associates. And, this word-of-mouth referral from a satisfied customer is as good as money in the bank.

In fact, if every customer sends you just one qualified prospect, you would DOUBLE your business.

You can help to insure that your present customers will generate new customers by having The Gift Connection send a thank you gift after the sale.

"Customer reaction has been terrific... and the referrals are an added plus to a successful program."

—United Savings and Loan

"The response and goodwill provided has been tremendous. The response card is a great sales tool for my reps. I firmly believe that The Gift Connection has brought us extra sales that we would never have had. Just from the referrals, your program has more than paid for itself."

—Digital Business Center

THE GIFT CONNECTION MARKETING PROGRAM

On your behalf, The Gift Connection sends the following to your customer:

- A tin of 90 delicious **Imported Danish Butter Cookies**, hand-delivered to your customer's home or office by United Parcel Service.
- A **Custom Printed Thank You Card**, with your logo, proudly displaying your company — and your personalized message of thanks.
- A **Specially Designed Response/Referral Card**, stamped and addressed back to you, enabling your customers to comment on your service and refer friends, relatives and business associates to your company.
- A **Matching French Linen Envelope** for both these cards.

ALL FOR ONLY \$10.00, TOTAL COST PER PACKAGE, PER CUSTOMER

A tax deductible expense for you.

You must agree that \$10.00 per customer is an incredibly small investment, for so tremendous a return — a return that keeps right on providing your company with goodwill, referrals and increased profits.

Your customers will share this lovely gift with friends, family, and fellow employees, thereby spreading your good name at home and at the office.

The Gift Connection Marketing Program is a phenomenal value, which many satisfied businesses throughout the country continue to use successfully.

"Increased sales, referrals and the genuine warm response from our customers are truly beneficial to our company. We receive a 50 to 60% return of the response/referral cards."

—Piano & Organ World